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# **Wenatchee Valley Stormwater Program**

**Public Involvement,**

**Education**

**And**

**Outreach Plan**

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## Public Involvement, Education and Outreach Plan

The National Pollutant Discharge Elimination System (NPDES) Phase II permit program requires local governments to apply for a permit to discharge stormwater runoff from a municipal separate storm sewer system (MS4s). This program is a federal requirement developed under the Clean Water Act. The Washington State Department of Ecology (Ecology) is responsible for administering the NPDES program in this state. The program requires the development of local controls to reduce stormwater pollutant discharges to surface water. The Wenatchee Valley, including the cities of Wenatchee and East Wenatchee, Douglas County and Chelan County are now required to comply with the requirements of that program. Staff from the Cities and Counties have been working together in an effort to share the work load and ensure consistency in developing the local controls. The group was formalized with a memorandum of understanding and is referred to as the Wenatchee Valley Stormwater Technical Advisory Committee or WVSTAC.

As part of efforts to comply with the Eastern Washington Phase II Municipal Stormwater Permit issued by Ecology, the City of Wenatchee, City of East Wenatchee, Douglas County, and Chelan County have developed this public involvement, education and outreach plan (“Plan”). This Plan is an important element of the local and regional efforts to develop a stormwater management program (SWMP). The purpose of this plan is to outline the Cities’ and Counties’ public education and involvement process and actions to accomplish this important project. The Plan seeks to engage the public by providing information and by gathering public input through all stages of the development of the SWMP. Outreach will be focused on both the general public and targeted audiences of stakeholders.

The public involvement and participation part of this Plan has been developed to provide the public with the opportunity to participate in the development of the SWMP, while the public education and outreach component is designed to educate the public about stormwater and actions they can take to participate in this process and help combat stormwater problems.

### 1.0 Public Involvement and Participation Plan

The components of the regional public involvement and participation plan are described in this section. Pursuant to the NPDES Phase II permit, the program requires a process for obtaining and considering public comments on the SWMP, including required ordinances and regulatory mechanisms. The permit requires that the latest updated version of the SWMP plan be made available to the public no later than May 31 each year.

The SWMP public involvement plan has the following general public involvement goals:

- Build understanding of the program and credibility for the process leading to decisions
- Establish and maintain productive partnerships with citizens, agencies, and organizations that have stake in or have shown interest in the program
- Promote early involvement with stakeholders in identifying issues and opportunities
- Provide information to the public, businesses, and the media
- Maintain a record of public involvement in the decision making process

The public involvement and participation plan complies with applicable State, Tribal, and local public notice requirements for implementing a public involvement and participation program. The SWMP update process will include public involvement opportunities including public hearings and open houses, and establishment of a steering committee.

The following principles will guide public involvement throughout the SWMP development:

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- All major public policy decisions or large implementation projects will affect many people.
  - Good solutions can come from a variety of sources including professionals, elected officials, agencies, citizens, and community organizations.
  - Even if a project or policy decision is sensible and beneficial, it must be arrived at properly and fairly, involving the community at all appropriate levels to be acceptable.
  - People are much more willing to support a decision if the decision-making process is open, objective, and considers all viewpoints.
  - Effective public notification and participation is essential to sound decision-making.
  - Financial constraints should be reasonably considered in designing public participation programs.

## 1.1 Public Involvement Approach

The SWMP's public involvement goals will be met through a focus on working with the public to build consensus on the program elements and identifying solutions that meet the requirements of the permit and meet the needs of the region.

- **Steering Committee:** The WVSTAC will continue to organize the steering committee representing different community interests to provide comments and suggestions during program implementation. The members of the steering committee will be appointed by local elected officials. This steering committee will also provide input into ordinance revisions that will take place throughout the permit period. It is anticipated that members of the steering committee would represent the following interests/organizations:
  - Legislative body members or Planning Commission
  - Home Builders Association
  - Chamber of Commerce
  - Environmental organization
  - Land trust
  - Professional engineers
  - Developers/contractors
  - Citizens or local business (at large)
  - Recreation

The WVSTAC will meet with the steering committee to discuss the updates to the SWMP plan and to provide an opportunity for comments and suggestions. Exhibit 1 shows an organizational chart of the groups involved in the SWMP plan update and implementation process.

- **Public Open House:** An open house may be held to provide information to the public about the SWMP plan updates and as a mechanism to receive public comments.
- **Public Meetings:** Information regarding ordinance revisions and updates to the SWMP plan will be presented at public meetings such as city council meetings, planning commission meetings, city council workshops, and county commissioner meetings.

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- **Public Hearings:** Public hearings will be held prior to the adoption of ordinances and revisions to ordinances required by the NPDES Phase II Permit.

### **1.1.1 Public Notice**

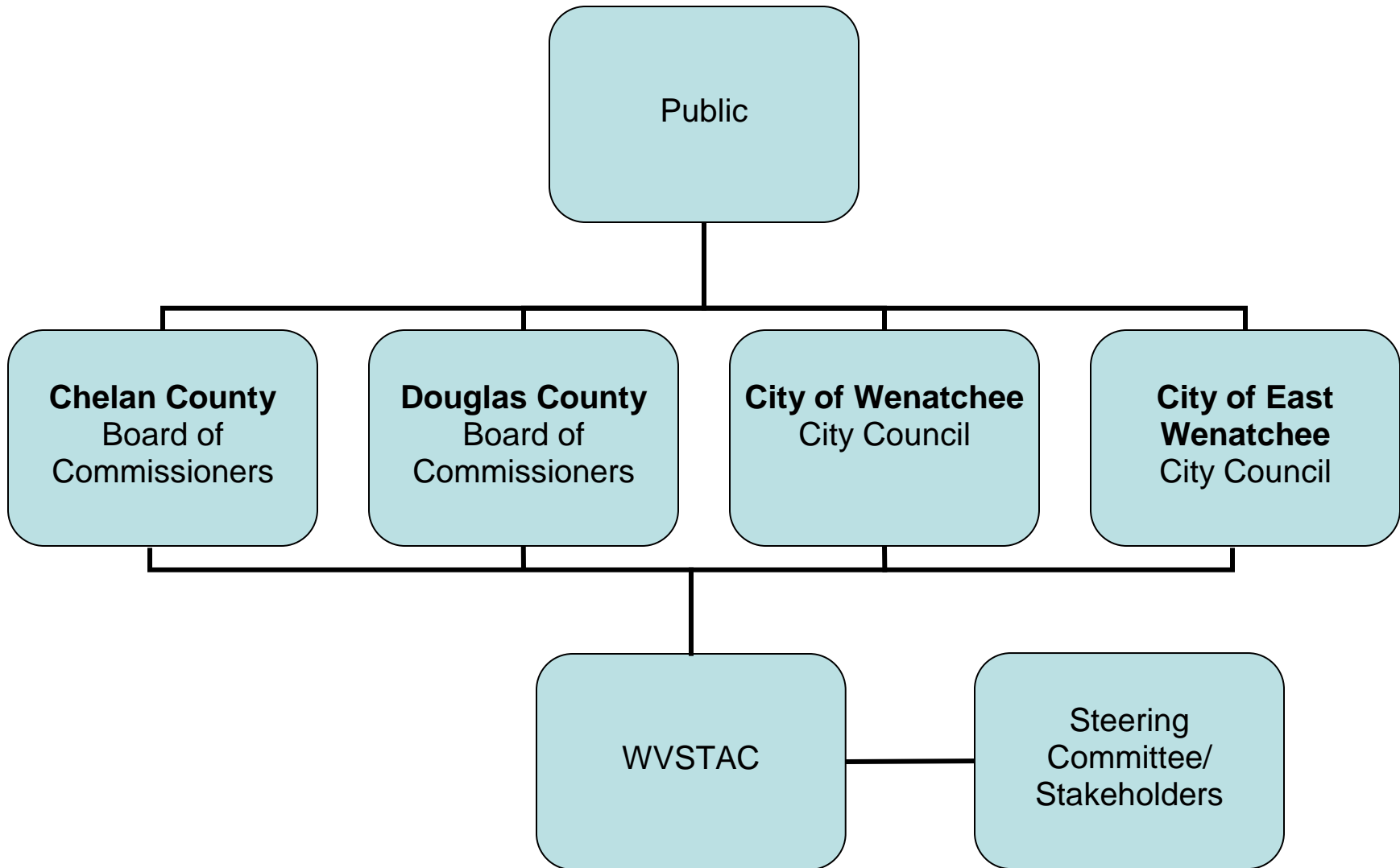
Public notice of open houses and public hearings will be made through local radio stations, printing newspaper notices (legal and feature articles), news releases, the jurisdiction websites, and other venues as established in existing policies and notification procedures and state and local regulations. Notices may also target specific population sectors, including minorities, low-income households, neighborhood and community groups, outdoor recreation groups, and business and industry groups, as appropriate. Notices will include the date, time, location, and purpose of the event.

### **1.1.2 Process for Consideration of Public Comments**

The public will be able to provide comments on the SWMP plan and ordinances at open houses and public hearings, as well as in writing. All public comments will be considered by the WVSTAC and decision makers throughout the process.

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**Exhibit 1  
Stormwater Management Program Organizational Chart**



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### **1.1.3 Public Involvement Schedule**

Exhibit 2 provides the schedule for implementation of the requirements in the Eastern Washington Phase II Municipal Stormwater Permit issued on August 1, 2012. The Cities and Counties will aim to complete the necessary public involvement opportunities for ordinance revisions and SWMP plan updates. . The NPDES Municipal permit requires that the updated SWMP be provided by May 31 every year thereafter throughout the duration of the permit. The process for the annual review and update will consist of an evaluation of the effectiveness of the program in addition to opportunities for public input:

- The WVSTAC will prepare an annual report to identify the successes of the SWMP in accordance with the permit requirements. The WVSTAC will present their findings and recommendations to the steering committee.
- The WVSTAC will present their recommendations and updates to their respective commissions and councils.
- Any proposed SWMP updates will be prepared and made available to the public through the website and at public meetings.
- The updates will be adopted by each jurisdiction.

## **2.0 Public Education and Outreach Plan**

The objective of this public education plan is to develop and implement a public education and outreach program to distribute educational materials to the community or conduct equivalent outreach activities on the impacts of stormwater discharges to water bodies, and the steps the public can take to reduce pollutants in stormwater. Outreach and educational efforts include a multimedia approach and are targeted to specific audiences for increased effectiveness.

### **2.1 Components of the Public Education and Outreach Program**

The components of the regional public outreach and education program are described in this section. The program will include:

- Information for the general public, including school-age children about the importance of improving water quality and protecting beneficial uses of waters of the State; potential impacts from stormwater discharges; methods for avoiding, minimizing, reducing and/or eliminating the adverse impacts of stormwater discharges; and actions individuals can take to improve water quality, including encouraging participation in local stewardship activities and programs.
- Information for businesses and the general public about preventing illicit discharges, including 1) what constitutes illicit discharges, 2) the impacts from illicit discharges, and 3) the proper management and disposal of waste. Targeted business education should include topics appropriate to the type of business, such as the use and storage of automotive chemicals, hazardous cleaning supplies, carwash soap and other hazardous materials.
- Information for engineers, construction contractors, developers, development review staff, municipal maintenance personnel, and land use planners about technical standards, development of stormwater site plans and erosion control plans, low impact development (LID) when it becomes available and stormwater best management practices for reducing adverse impacts from stormwater runoff during construction.

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### **2.1.1 Identify and Characterize Target Audiences**

The NPDES Phase II stormwater permit requires permittees to identify and provide outreach to target audiences. The WVSTAC has developed a list of target audiences, including residents, school-age children, public employees, businesses, industries, construction contractors, and developers. Each City and County will be responsible for communicating to their respective target audiences, except for shared contacts which will be contacted at the regional or semi-regional level to avoid duplicative efforts. The list of target audiences and topics can be found in Attachment A.

### **2.1.2 WVSTAC Website**

The regional website to support public education and outreach efforts will be hosted and maintained by the City of Wenatchee. The website will provide a description of the SWMP, downloadable educational materials such as brochures, and schedule of upcoming program activities. Each City and County will have a link to the regional stormwater website on their individual websites, and will be responsible for maintaining these sites. Web address: [www.wenatcheewa.gov/WVSTAC](http://www.wenatcheewa.gov/WVSTAC)

### **2.1.3 Logo**

The Cities and Counties will use the following logo on outreach and education materials:



### **2.1.4 Storm Drains**

The Cities and Counties stencil or imprint “Drains to River” on new and replacement storm drain inlets draining to the Columbia River, as applicable. This practice will continue and may be expanded as necessary to meet the timeline below.

### **2.1.5 Educational and Outreach Materials**

The Cities and Counties will prepare educational and outreach materials to distribute to target audiences that will accomplish two main goals:

- Educate the public about general stormwater issues
- Educate the public about illicit discharges and best management practices that can prevent them
- Educate the public about what they can do to help reduce stormwater runoff and reduce water pollution

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### **2.1.5.1 General Stormwater Educational and Outreach Materials**

Education and outreach materials related to personal stewardship are targeted to all affected Bi-County residents. The intent is to provide the public and businesses with general stormwater information and best management practices that can be implemented to lessen impacts on stormwater. All of the educational materials will be developed regionally and semi-regionally. Materials will be posted on the regional website and also distributed as hard copies, as appropriate. Some educational and outreach materials will also be made available in Spanish, including the general information brochure, construction brochure, and illicit discharge brochures.

#### **General Information/Frequently Asked Questions Brochures**

*Target Audience:* All adults

*Content of Message:* Explanation of what stormwater is, why stormwater can be a problem, practices that can protect water quality, and practices that should be avoided.

*Delivery Mechanism(s):* The brochures will be available at City and County offices, at appropriate public events, and as a billing insert. Brochures may also be mailed to customers or available at public events as funding permits.

#### **Stormwater Education Brochure for Construction Sites**

*Target Audience:* Construction contractors and developers

*Content of Message:* Storm drains discharge to water bodies, stormwater treatment requirements prior to discharge, control of stormwater runoff from construction sites, explanation of the impacts to surface water from stormwater, understanding of stormwater drainage in the regional area.

*Delivery Mechanism(s):* The brochure will be available on the website and a through the following departments:

- Douglas County Transportation and Land Services Department
- City of East Wenatchee Community Development Department
- Chelan County Community Development Department
- City of Wenatchee Community Development Department

#### **Map of the Coverage Area**

*Target Audience:* All adults

*Content of Message:* A map showing the Eastern Washington Phase II permit coverage area

*Delivery Mechanism(s):* In addition to the regional website, the map will be available at City and County offices and appropriate public events.

#### **Stormwater Education Programs for School-age Children**

As an optional program element, the WVSTAC may participate in local events for school-age children, such as Expanding Your Horizons and Kids in the Creek. The WVSTAC may also provide educational materials to schools with funding constraints.

*Target Audience:* Students, Grades K-12

*Content of Message:* Explanation of what stormwater is, why stormwater can be a problem, practices that can protect water quality, and practices that should be avoided.

*Delivery Mechanism(s):* Options for curriculum include an updated “Kids in the Creek” curriculum that was previously used in area schools, an interactive presentation, and EPA Water Sourcebooks. Field trips may be planned to view stormwater systems, drainages, and outfalls (if accessible). Posters showing the link between homes, stormwater runoff, and water bodies may be provided to schools for display.

#### **General Stormwater Display**

*Target Audience:* Everyone



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*Content of Message:* The display promotes the Wenatchee Valley Stormwater Program and website, why stormwater can be a problem, practices that can protect water quality, practices that should be avoided.

*Delivery Mechanism(s):* An Enviroscene watershed model, posters on stormwater pollution prevention, and a WVSTAC banner can be used at public events and meetings. The City of Wenatchee and Douglas County also have portable trade show booths for use at these events. Events may include the local home and garden show, public meetings, county fairs, stewardship events, and local youth programs such as Kids in the Creek and Expanding Your Horizons.

### **2.1.5.2 Illicit Discharge Education and Outreach Materials**

Education and outreach materials related to illicit discharges will be available for all residents within the permit coverage area, and specific materials will be made to target homeowners and commercial businesses. The intent is to educate the public about illicit discharges and provide them with a mechanism to report such discharges. For more details on the target audiences and topics, please refer to Attachment A.

#### **Best Management Practices for Illicit Discharges Brochures – Residential Activities**

*Target Audience:* Adult community residents, particularly homeowners

*Content of Message:* What illicit discharges are, typical homeowner actions that result in illicit discharges, best management practices for illicit discharges, especially for washing cars and draining pools; and actions and precautions for those who live along drainage areas. The brochures will provide the regional call numbers for residents to report illicit discharges.

*Delivery Mechanism(s):* Brochure may be distributed as a utility bill insert as well as at appropriate public events. Brochures will also be available at City and County offices. Direct mailings may also be used as funding permits.

#### **Commercial Business Brochure addressing Illicit Discharges**

*Target Audience:* Commercial businesses

*Content of Message:* What illicit discharges are, general best management practices for illicit discharges, and how to report discharges. Specific best management practices for commercial properties and industrial operations will also be provided in the brochure.

*Delivery Mechanism(s):* Brochure will be delivered to businesses along with their renewal license information, and during site visits. The brochures will also be available at City and County offices.

**Exhibit 4**

**Eastern Washington Phase II Municipal Stormwater Permit Implementation Timeline (2014-2019)**  
 The first Eastern Washington Phase II Municipal Stormwater Permit was issued on January 17, 2007 and modified on June 17, 2009. This permit was re-issued without changes in 2012 and will expire on July 31, 2014. The second Eastern Washington Permit was issued on August 1, 2012 and will be effective August 1, 2014. The new permit will expire on July 31, 2019. This implementation schedule shows the deadlines for implementing the new requirements in the second permit.

Program Component	8/1/2014	3/31/2015	3/31/2016	6/30/2016	6/30/2017	8/1/2017	12/31/2017	3/31/2018	12/31/2018	2/2/2019
Stormwater-Management Program (SWMP)		Update SWMP to include planned activities for the upcoming year (SS.A.3)	Description of internal coordination mechanisms (SS.A.5.b)						Field Assessments of 40% of the MS4 (Average of 12% of the MS4 assessed each year after 2018) (SS.B.3.c.iii)	
Public Education & Outreach/ Public Involvement & Participation	Update Public Education Outreach & Involvement Plan (SS.B.1 & 2)									
Illicit Discharge Detection & Elimination	Update IDDE Program & Procedures (SS.B.3)									Revise IDDE Code (SS.B.3.b.vii)
Construction Site Stormwater Runoff Control/Post-Construction Stormwater Management for New Development and Redevelopment							Update Construction/Post-Construction Code, Program & Procedures (SS.B.4 & 5)	Summary of Criteria Defining Low Impact Development Feasibility (SS.B.5.b.2)		
Municipal Operations & Maintenance						Update Operations & Maintenance Plan (SS.B.6.a.i)			Inspect all catch basins & inlets at least once. (Inspect every 2 years after 2018 unless otherwise documented) (SS.B.6.a.ii)	
Monitoring & Assessment				Submit ranked list of SWMP Effectiveness Studies (SS.B.3)	Determine SWMP Effectiveness Study Lead & Submit Detailed Proposal (SS.B.4 & 5)		Submit Quality Assurance Project Plan for SWMP Effectiveness Study (SS.B.6)			

**Exhibit 5  
Eastern Washington Phase II Municipal Stormwater Permit Implementation Timeline for Secondary Permits (2013-2019)**

Program Component	8/1/2013	8/1/2014	3/31/2015	8/1/2016	2/1/2018
Stormwater Management Program (SWMMP)			Update SWMMP to include planned activities for the upcoming year (S6.A.5)		
Public Education & Outreach/ Public Involvement & Participation		Label storm drain inlets (S6.D.1.a)		Distribute educational information. (S6.D.1.b)	
Illicit Discharge Detection & Elimination		Update IDDE program & procedures (S6.D.3.b)		Conduct field inspections of 1/3 of all known outfalls (S6.D.3.d) & IDDE Training for Staff (S6.D.3.f)	Map of stormwater system (S6.D.3.c) and Spill Response Plan (S6.D.3.e)
Construction Site Stormwater Runoff Control/Post-Construction Stormwater Management for New Development and Redevelopment	Comply with state and local construction/post-construction stormwater requirements (S6.D.4.a)				
Municipal Operations & Maintenance				Develop & implement an O&M plan and training for staff (S6.D.6)	

## Attachment A Target Audiences & Topics

	Vehicle Washing	Material Storage	Solid Waste Management	Building & Sidewalk Washing	Landscape Maintenance	Wastewater Disposal	Chemical Storage & Disposal	Erosion & Sediment
Residential	X	X	X	X	X	X	X	
Restaurants			X	X	X	X		
Landscapers & Yard Maintenance		X	X		X		X	
Specialty Contractors: Plumbing, Electrical & Heating/Cooling	X	X	X				X	
Mobile Cleaning: auto, carpet, building	X		X	X		X	X	
Construction Services	X	X	X	X				X
Pool & Spa Installation & Maintenance					X	X	X	
Transportation: Freight, trucking, auto & RV sales, rentals and repair, car washes	X	X	X	X	X	X	X	

### Stormwater Outreach & Educational Materials

Erosion & Sediment Management Control Flyer, Construction Services, 2007  
 Construction Stormwater Pollution Prevention, Construction Services, 2010  
 Post-Construction Stormwater Program Flyer, Construction Services, 2010  
 IDDE: Frequently Asked Questions About Vehicle Washing, Residential, 2010  
 Best Management Practices Flyer, Commercial, 2010  
 Winter Stormwater Pollution Prevention Brochure (“Snow Brochure”), Residential & Commercial, 2010  
 WA Waters Flyers, Residential (Boats, Lawn Maintenance, Dog Poop, Vehicle Washing), 2010  
 Lawn Watering, Residential, 2010  
 Stormwater Pollution Prevention for Restaurants (English & Spanish), Restaurants, 2010

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Storm Drains: Do you know where the water (and any debris goes)?, Residential, 2011  
Commercial Businesses: Stormwater Management & Pollution Prevention, 2011  
Eastern Washington Erosion Prevention and Sediment Control Field Guide, Construction Services, 2011  
4 C's Poster, Transportation, 2011  
Dump Smart, Mobile Cleaning, 2011  
Car Wash Kit Flyer, Residential & Commercial, 2012  
Pool Brochure, Residential & Pool & Spa, Revised 2012  
Dog Waste Receptacle Signs 2013  
Dog Waste Management Brochures, Residential, 2013  
Fall/Winter Stormwater Pollution Prevention Ad, 2014  
Landscaping Best Management Practices, 2015  
New Dog Owner Kits (Managing Pet Waste), 2015  
Frequently Asked Questions About Vehicle Washing, 2015  
Portable Toilet Handout, 2015